

Claim 1	Fig. 12 Illustration
A method of purchasing products and services over a network comprising the steps of:	
submitting a Request for Quotation (RFQ) with a plurality of attributes over the network;	<p>The RFQ Number 501 to which the bids 507, 508 and 509 respond is indicated; a plurality of attributes 502 is illustrated by attributes A1-A4 (503-506).</p> <p>Note that the submission of the RFQ over the network is not shown in Fig. 12.</p>
receiving a plurality of bids in response to the RFQ over the network, each of the plurality of bids having values for each of said plurality of attributes;	A plurality of bids Bid 1, Bid 2 and Bid 3 (507-509), each bid having values (along the axis 501) for each attribute (along the axis 502).
creating a graphical visual interface	The graphical visual interface 1200 is illustrated by Fig. 12.
based on a coordinate system	The coordinate system is defined by attribute axis 502 and value axis 501;
having a plurality of equidistant, parallel axes with a separate one of the plurality of attributes identified with each respective one of the plurality of equidistant, parallel axes,	The attribute axis 502 is characterized by a plurality of equidistant, parallel axes illustrated by attributes A1, A2, A3 and A4 (503-506).

and for each of said plurality of attributes there is a point along said respective parallel axis which reflects a corresponding attribute value for a respective attribute of each corresponding one of said plurality of bids,	Along the value axis 501 of the coordinate system there is shown, for each attribute, a value corresponding to each bid. The respective bid values for each attribute are indicated by large dots on the corresponding parallel axis (503-506).
and where each of said plurality of bids is identified by a bid line which connects said plurality of corresponding attribute values for each corresponding bid,	A “bid line” (507-509) connects the indicated value “dots” for a particular bid (e.g. Bid1 507) across the respective attributes.
whereby the graphical user interface shows a relationship in a graphical format between attribute values of different attributes of different bids of said plurality of bids in a single display,	The “bid lines” in the display 1200 show a relationship between the attribute values of different attributes of the various bids. Note: this “bid line” display is not possible to implement in Friesen.
each of said plurality of bids being responsive to said RFQ; and	The RFQ Number 501 to which these bids respond is indicated.
displaying information pertinent to a selected bid of the plurality of bids.	Detail information 540 is shown for selected Bid 3 (509). Note that the illustration is as described in Claim 5. Claims 3-13 are variations on this claim element, implying that Claim 1 covers a variety of methodologies for “displaying information”.

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As shown by the foregoing detailed illustration, the claims are limited by a precise and detailed definition of bid lines linking values across attributes in a single display. The coordinate system defined by equidistant, parallel lines (along attribute axis 502) and values along each of these lines (along value axis 501) simply calls attention to the basis for graphical display. For the sake of argument, it would surely be “indefinite” to say either “a graphical user interface” or “a graphical user interface based on a coordinate system”.

But that is not what is claimed. As the above table illustrates, the applicant has provided quite precise detail that limits and defines what would otherwise be indefinite. The Examiner is interpreting the claims as if these limitations did not exist or were ineffective. The only way to make sense of the Examiner’s §112 rejection is to surmise that the “based on” terminology somehow means that the limitations provided are not actually limitations but mere exemplars that can be ignored in enforcing the claims against any “graphical user interface based on a coordinate system.”

The Examiner suggests that the terms comprises or consists of would be able to overcome the indefinite breadth of based on. However, as illustrated by Fig. 12, it is simply not true that the graphical user interface comprises or consists of the coordinate system described. Indeed, as suggested by the comment on what Fig. 12 illustrates for the last claim element in the above table, all the dependent claims are directed toward breadth of coverage for other “information” displayed by the method of the invention. As illustrated in Fig. 12 and further detailed in claim 5, this information is shown “in a window adjacent to the bid line.” Furthermore, note that claim 14 refers to a “count of bid lines” as “being displayed on the graphical visual interface.”

Clearly, the coordinate system, like a piece of paper or a video display page, simply provides a basis upon which particular items can be displayed. The “coordinate system” terminology is of particular relevance to the display of bid lines

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linking values across attributes in a single display, as described in the “creating a graphical visual interface” claim element, because it is terminology well understood by those skilled in the art. For example, it lays a predicate for the terms “axes” and the “relationship” between the attributes, their values, and the bid lines.

It is the applicant’s intention to be responsive to the concerns of the Examiner. The question may be asked: can reference to a “coordinate system” simply be eliminated? Would such a redaction omit a useful clarification? Is the remaining language sufficient to enable one skilled in the art to understand the terms “axes” and the “relationship” between the attributes, their values, and the bid lines displayed on the graphical visual interface?

As will be seen from the foregoing amendment, that approach is taken with respect to the first claim set. If the Examiner finds the foregoing argument persuasive, the omitted language can be restored to claim 1 by an Examiner’s Amendment. If the Examiner is not persuaded by the foregoing argument, and is satisfied that the remaining language is sufficient, then the same redaction can be made by an Examiner’s Amendment to independent claims 19, 22 and 30. In any event, it is believed that resolution of this issue would be in conformity with the requirements of the Examiner and would be responsive to a final rejection.

The Examiner maintains his rejection of claims 1 and 3-30 under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 6,993,504 to Friesen et al. (“Friesen”) in view of the prior art. Nowhere in the Examiner’s “Response to Arguments” does the Examiner acknowledge “bid lines”, which are clearly stated in the claim language. Further, as noted in the above argument against the §112 rejection, the claimed bid lines are not even possible in Friesen, much less disclosed or suggested. A given bid for a product or service having a plurality of attributes will provide values for each of these attributes. Each attribute is represented by an

axis (e.g. shown as a vertical line “Ax” in Figure 5). A “bid line” connects these values across the various attributes.

Friesen’s disclosure teaches against the limitation of “bid lines” because Friesen’s display forecloses the possibility of a display of such “bid lines.” This is because Friesen teaches a graphical display as a means to show and compare multiple “semi-fungible” goods and their order values. In his response to Applicant’s prior argument the Examiner was “unsure of the nature of Applicant’s argument” because 1) semi-fungible goods still have a plurality of attributes and 2) Friesen also discloses graphic displays involving non-fungible goods.

Applicant’s argument becomes clear looking at Friesen’s display. In Friesen, each “axis” is a separate market for a particular set of related goods. The differences within the set are displayed on the same axis, reflecting a single bottom line value parameter. There is no possibility of a “bid line” across different attributes. The passage cited by the Examiner (Friesen: col. 5, lines 50-57) describes bids based on this single value parameter and does not disclose any connection whatsoever between a plurality of attributes and a display. Friesen’s display allows a trader to see a wide range of separate and self-contained markets on a single display, each market encapsulated on a single axis. By contrast, the present invention provides a single display for a single market (i.e. a single RFQ) where the complexity that makes a single display helpful is the plurality of attributes, and where there is a bid line for each of a plurality of bids connecting the values for each respective bid across the different parallel lines representing each attribute.

Friesen discloses no such bid line.

In the body of the rejection (page 4, line 7) the Examiner contends that Friesen’s “value axis” (item 408 in Fig. 4) corresponds to the “bid line” described in the claims. In his comments (page 9, bottom) the Examiner quotes from Friesen’s discussion of Fig. 4 (col. 11, lines 6-12), contending that Friesen “discloses a display comparing multiple attributes (value and quantity) responsive to a RFQ.” However,

this has nothing to do with a bid line, as a close examination of Friesen reveals. The quoted language from Friesen clearly refers to two axes which are perpendicular (items 408 and 414). Note that there appears to be a typographical error in Friesen at col. 11, line 9, because item 412 appears at col. 11, line 20 in the phrase “offer token **416** or bid token **412**”. Tokens **416** and **412** are at the lower left of Fig. 4 and serve as legends for the “offer” and “bid” symbols used in the display of Fig. 4. Horizontal axis **414** is not otherwise accounted for in the text of Friesen. Thus Friesen should correctly be read to disclose at col. 11, lines 8-9, “a first axis of values **408** and a second axis **414** for quantity.” These axes are perpendicular, whereas the invention claims a plurality of equidistant, parallel axes. Consequently, as claimed, the “bid line” goes from attribute value to attribute value, connecting points on parallel lines that are equidistant from one another.

The Examiner, with all due respect, has simply misunderstood Friesen’s disclosure. There is no bid line in Friesen, and this is fatal to the Examiner’s argument rejection. The “value axis” that the Examiner asserted as a “bid line” was based upon Friesen’s typographical error (mistakenly identifying “bid token **412**” as “second axis **412** for quantity”) giving the erroneous appearance of a connection along a vertical axis between a bid value and a quantity. Instead, a correct reading of Friesen (which would be understood by traders in the pit) shows a connection between a “bid” and an “offer”. Or, more accurately, a connection at the same “quantity” line of a plurality of “fungible goods”.

This is the significance of the term “fungible good” as explained in response to the prior office action. A repetition of that explanation may now make more sense. A “fungible good” is completely interchangeable. For example, one share of a common stock for the same company is the same as any other share of that stock. A “semi-fungible” good is a commodity that is identical except for an attribute that yields a different value. For example, two shares of the same common stock may have different “strike” prices (col. 1, lines 32-40). Traders of semi-fungible goods

have the very difficult task of tracking the relative difference in value for semi-fungible goods (col. 1, lines 64-66). Friesen is responding to a problem in the prior art, where a trader “trading thirty or forty or a hundred goods ... would find it difficult to track the activity associated with the different related semi-fungible goods ... [without] ... context to relate the different prices for one semi-fungible good to another” (col. 2, lines 9-12). In the prior art a trader would rely upon a spreadsheet listing of bids and offers and associated price for one semi-fungible good, and require a second spreadsheet showing the same information for a different semi-fungible good. For thirty or forty such goods (e.g. thirty or forty different stocks that a broker may be trading, each with its “semi-fungible” variants) this become unmanageable.

The solution provided by Friesen is a single graphical display, as shown in Fig. 4. It should be noted that each group of “semi-fungible” variants for a given “good” appears on the same vertical axis, and that the different vertical groupings are of different “goods”.

The general concept of graphical displays is, of course, old in the art. The fact that Friesen uses a graphical display does not, by itself, make the present invention obvious. For the purposes of comparing the two inventions it is significant that Friesen’s display for a given group of “semi-fungible” variants – which are being compared for valuation purposes – is on a single vertical axis.

The present invention, by contrast, provides a completely different display concept for completely different kinds of “goods”. The “goods” of the present invention are bids responsive to an RFQ, and the display interface is responsive to a completely different set of problems in the prior art: use of a single number to represent multiple attribute values hides important information useful to buyers (page 6, lines 23-25); assigning “weights” to different attributes is extremely difficult (page 7, lines 3-5); and the prior art provides no means to express relationships among different attributes (page 7, lines 10-11). The present invention provides a two-

dimensional matrix type display to address these prior art deficiencies, as shown in Figs. 5-14.

It should be emphasized that this two-dimensional matrix (as described in detail in the independent claims) shows attribute values (along the x axis) and corresponding measures (along the y axis) for bids responsive to a single RFQ – and it is these bids which are being compared for valuation purposes. Further, the two-dimensional matrix display, forming a “bid line” for each bid, covers a plurality of attributes across the second dimension of the display. By contrast, the second dimension in Friesen simply accounts for a plurality of different products which the trader is separately tracking. **These separate products are not being compared for valuation purposes.**

It is clear, upon careful examination of the Friesen reference in comparison to the present invention, that Friesen fails to disclose a display for comparing multiple attributes of bids responsive to an RFQ. As explained above, the Examiner’s contention that Friesen discloses value and quantity as “plural” attributes of a common bid connected by a “bid line” is misplaced. It is apparent that the plurality of goods displayed in Friesen has no relationship to the plurality of attributes displayed in the present invention.

The present invention teaches the following, each and all of which are not taught by Friesen: 1) RFQ submission and bid reception (claim 1); 2) a sell bid line (claim 1); 3) user interaction in the interface such as partial bid line selection (claim 4); 4) multimedia rendering of additional information (claim 7); 5) additional information displays (claims 3, 5, 9); 6) tagging and filtering (claims 11, 12); 7) untagging (claim 13); 8) counting of bid lines (claims 14, 15); 9) enlarging and reduction (claims 16, 17); and 10) scrolling (claim 18).

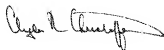
In view of the foregoing, it is requested that the application be reconsidered, that claims 1 and 3-30 be allowed, and that the application be passed to issue.

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Should the Examiner find the application to be other than in condition for allowance, the Examiner is requested to contact the undersigned at 703-787-9400 (fax: 703-787-7557; email: clyde@wcc-ip.com) to discuss any other changes deemed necessary in a telephonic or personal interview.

If an extension of time is required for this response to be considered as being timely filed, a conditional petition is hereby made for such extension of time. Please charge any deficiencies in fees and credit any overpayment of fees to Deposit Account 50-0510 (IBM-Yorktown).

Sincerely,



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